

The Mid-Size 5. From Plymouth '68.

Now, a totally new line of mid-size cars. Swift. Young. Nimble sized. By name: GTX. Sport Satellite. Satellite. Road Runner. And Belvedere. Part of the beat — the move to Plymouth.
The Plymouth win-you-over beat goes on 





GTX Hardtop

GT^X

The Boss is back — with totally new skin from tread to top.

"Boss" being the name specially prepared GTXs have earned on the nation's drag strips. A name GTX well deserves.

This is the car that sings with confidence in everything it does — be it sanctioned competition or stop-and-go commuting.

This is the car that goes, handles and brakes with bold authority.

But wait a page. First news first — the styling.

Hood scoops? Sure. Only, these are the new side-facing type — unmistakably GTX.

Look along the side of the car. New side marker lights — amber in front, red in the rear. They burn whenever the parking lights or headlights are on. Great looking, and the better for others to see you by.

More standard style to win you over: Red Streak Wide Boots. Dual chrome exhaust trumpets. Dual body accent stripes, with 5 colors to choose from. Wide chrome moldings along the door sills. New, uncluttered taillights. And a full-width die-cast trim plate with red reflective accents across the rear deck.

Another reason for GTX's crouched good looks: a 59.9 inch front track and a 59.2 inch track at the rear. With heavy-duty torsion and anti-sway bars suspending this wide stance, you get track-shoe control on just about any road surface.

On to the reasons why the "Boss" is called Boss.

GTX

**Super Commando and Street Hemi:
The driving force behind the beauty.**

Our Super Commando 440 V-8 is standard on GTX.

And guaranteed to make your morning trip to the office a fun run.

Among its attributes . . .

A 4-barrel carb. Extra-large throttle bores. Cast headers. Unsilenced air cleaner. A performance cam. And oversize ports and valves.

Our Super Commando comes standard with a TorqueFlite automatic transmission. Order it with the 4-speed (no extra cost) and you get a performance package in the bargain.

Optional power: The famous Street Hemi, which commands respect with its sound alone.

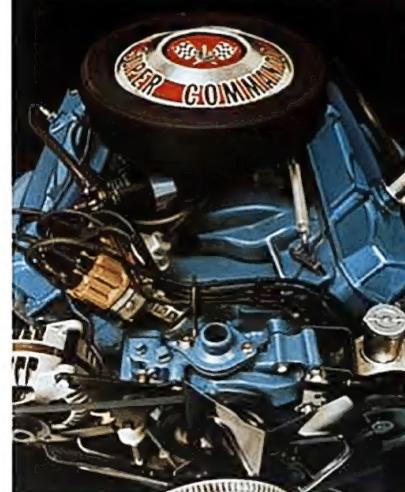
Partly because that huge air cleaner, pictured at the right, is unsilenced. It speaks of two 4-barrel carbs with large throttle bores. Big, big valves. Free-flowing intake and exhaust ports.

The upshot — 425 horses.

In a more subdued vein, the GTX interiors are just as you'd want them to be: rich, yet simple. Buckets are slim, yet fully padded with foam. Door and instrument panels are trimmed with simulated walnut grain. Seats are available in eight color combinations.

Naturally, you get seal belts, front and rear. And you can add options like chromed steel road wheels or a performance hood patch.

The Plymouth win-you-over beat goes on. 



GTX Convertible

Sport Satellite

For those who won't put up with mundane motoring.

If you're looking for "plain-vanilla" transportation, you'd best look elsewhere. The Sport Satellite is anything but. Is it really new? Let's just say it never existed before, and go from there.

The massive styling features high-curvature side glass. Full-length body accent stripes. And a flared, "hour-glass" look in the rear quarter panel area.

Power? Plenty. It starts with a standard 318 cu. in. V-8 and soars to an optional Super Commando 383 4-barrel — the latter with dual exhausts.

And here's a little clue to the kind of options available for '68. AM radio/stereo tape setup artfully built into the instrument panel.



Sport Satellite Hardtop



Sport Satellite

The Inside story — or why we call Sport Satellite our young Plymouth.

As mentioned, this is no way to go for stick-in-the-muds. It's a with-it car. Built for the kind of excitement everybody should try while they're young. Or feel young.

Buckets are standard, of course. And if you choose the optional center sport console, it comes with side-mounted courtesy lights plus a lockable stowage compartment. (Particularly valuable in the convertible to discourage theft when the top is down.)

But you can also ask for our optional two-way seat. It's a combination fold-down armrest and center cushion. Up, there's plenty of room for three, or lots of room for two. Down, you've got buckets with a place to rest your arms.

Seats are done in saddle-grain vinyl, with eight color combinations available. And the rear ones are specially designed to look like buckets.

Doors and instrument panel bear simulated wood-grain trim.

If you go the convertible route, you'll discover our engineers' foresight has done wonders for hindsight. The back window is glass. Won't discolor, can't scratch like plastic.

The Plymouth win-you-over beat goes on. 

Sport Satellite all-vinyl interior with optional two-way seat



Optional wood-grain steering wheel

Satellite

We predict it'll be our best seller again.
Which shouldn't surprise you a bit.

Not when you consider it's new from the ground up. And discover all you get between there and the roof.

Say you decide on the sedan below. It's roomy, easy to get in and out of. And luxurious? Just look.

You get an aluminum deck lid trim panel dressed up with argent and black paint. A one-piece aluminum grille — corrosion resistant. Bright moldings on the drip rail. Windshield. Wheel openings. Rear window. And upper sides of the body.

You get the new side marker lights, front and rear.

Plus your choice of 17 exterior colors, or one of many two-tones available. (This year, by the way, we're very big on greens. Three different shades are available.)

Our paint is tough, fade resistant acrylic enamel, applied in a long, painstaking process. First the metal is bonderized to assure good adhesion. Then it's carefully primed and given two finish coats.

To top off your sedan, you can even add a vinyl roof. In traditional black, or two new overprints that aren't traditional at all. Gold fleck on white. Dark green on medium green.



Satellite

How about a hardtop that helps you insert the ignition key? That's luxury!

We refer to one of our exclusive new options — the lime delay ignition light. It comes on when you open the door and, after you slip behind the wheel and close the door, it stays on. That way, there's no stabbing in the dark to insert the key. Then, it turns itself off.

Slick. But then, the Satellite hardtop makes things easy all the way around. The instrument panel is completely new, with rocker or thumbwheel switches for almost everything.

The optional map and courtesy light is now mounted under the brow of the instrument panel — by far the most convenient place for it. Great for map-minding, purse-peeking, and the like.

Here are some other things you'll appreciate — especially if you're of the fairer sex.

Back-up lights are standard. (They can save a lot of domestic strife over dents and scratches, as can the optional rubber-faced bumper guards.)

There's vinyl on the door panels, vinyl on the nylon-faced seats. Cleans with a damp cloth. And if you really want to do the practical thing in a beautiful way, order the optional all-vinyl interior. A dressy way to save cleanup effort.



Optional all-vinyl interior



Satellite Hardtop

Standard cloth-and-vinyl interior

Satellite

Of course, there will be winter to put up with. For just such contingencies, we've given the '68 Satellite convertible all the quality we could muster.

To help win you over, we offer a black, white or green convertible top. But here's hoping you hardly ever see it.

Since the rear window is glass, you can scrape it clean of ice and snow in a jiffy. Come summer, you don't have to unzip it to lower the top.

In the same spirit, we build in quality extras like an easy-operating rocker type switch for the power top. Aluminized muffler and tail pipe. And your choice of standard engines. Just decide whether you want to go heavy on performance, or heavy on economy. You can have either our 225 cu. in. Six, or 273 cu. in. V-8. And there are three optional V-8s, to boot.

Inside, you'll find a 3-spoke steering wheel with horn ring. Padded sun visors, and pocket panel lights.

The rest is up to you. Add options like front disc brakes, if you like. Head restraints — right, left or both. High-capacity, low-

draft air conditioning. Or our new Auto-Speed control. (It's located on the end of the turn signal lever. Which puts it about as close to your fingers as you can get.)

The Plymouth win-you-over beat goes on. 



Satellite Convertible

Road Runner



Road Runner Coupe



Brilliant performance. Private property of the young and aware. Priced right.

Road Runner. It's what "out of sight" is all about.

It's side-opening hood scoops, like on GTX. It's dual exhausts. Heavy-duty suspension. Red Streak Wide Boots. Four on the floor, standard. And a standard engine so exclusive you can't even get it on another Plymouth.

It's called the Road Runner 383, has a 4-barrel carb. Performance cam. Dual exhausts. A newly developed cylinder head. Plus spiff-ups like a chrome oil filler cap, black crackle-finish unsilenced air cleaner, and 383 Road Runner engine emblem.

And get this. If you're a more the merrier type when it comes to engines, you can fit out Road Runner with the renowned Street Hemi. In fact, it's the only optional engine we'll equip it with.

For kicks, you get a Road Runner nameplate on the dash and deck lid. Another on the doors. Plus a cartoon Road Runner on the deck lid, the doors and on the instrument panel.

All this in a new 2-door coupe that's exclusive among Plymouth's competition. By giving it the same roof as our hardtops, you get frameless front door glass. And the rear windows tip out.

To make Road Runner even more of a good-times car, think about asking for options like the performance paint treatment. (A natty black patch between the hood scoops.) Or a vinyl roof. New easy-reading tach. Body paint stripes. Wide sill moldings. A special package including 3.55 rear axle with Sure-Grip, heavy-duty radiator and shrouded viscous-drive fan.

Oh, yes. The horn goes "beep-beep." The Plymouth win-you-over beat goes on. 



Belvedere Coupe



It seems there's no stopping our stylists. Our lowest priced mid-size car features a suave new roof design.

It comes on our 2-door that doesn't look like a 2-door.

With a rakish roofline we've given our Belvedere 2-door sedan a hardtop look. And now we call it coupe.



Results: Curved, frameless side glass up front. Tip-out windows in the rear. And looks you'd never expect to see in a car that's a steal in the first place.

More to consider, whether you're a parent or not.

New safety features for '68 include soft window crank knobs. Recessed instrument panel ashtrays. A front seat back-latch.

Belvedere 2-Door Coupe

Belvedere 4-Door Sedan

Snug Inside, surrounded by standard luxuries — who'd guess there's an economy champ under the hood?

The 225 cu. in. Six that's standard in Belvedere has been gobbling up economy run competition for years. And it's no patsy in the performance area, either.

But what's *really* tough to believe is all the standard equipment you get with Belvedere 4-door sedan.

Nylon-faced fabric seats trimmed with vinyl for easy cleaning. Dash and door panels done in scuff-resistant vinyl. And an optional black all-vinyl interior is available.

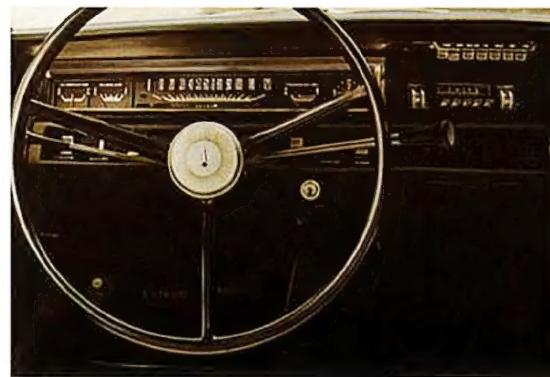
The glove box locks. The floors are covered in long-wearing color-keyed rubber.

The large bonded brakes are self-adjusting, last longer than the riveted kind. The recommended chassis lubrication interval? 36,000 miles.

The optional deluxe front seat belts retract. And you can order an inside remote control for the outside rearview mirror.

And, if you want a little more stuff than our gas-sipping Six offers, you can order a 273 cu. in. V-8.

The Plymouth win-you-over beat goes on. 



Belvedere 4-door Sedan

Mid-Size Wagons

Below is our top-of-the-line hauler — the Satellite Sport Wagon. An architect might describe it as "a classic marriage of form and function." We submit that it holds plenty, looks terrific and can take the punishment your kids can dish out.

See that wood-grain vinyl on the tail gate and sides? It's there for two reasons — beauty and protection. Paint is easy to chip. Vinyl isn't. Nice to know when the guy next to you on a parking lot bangs you with his door.

The cargo area is covered with super-tough vinoleum. It's awful hard to scratch it at all. But, if you do, relax. It's color impregnated clear through.

We make our ceiling out of sectional hardboard. Rich looking. And should your son give it a good jab with the Troop 10 flag pole, you can always replace the damaged section.

Satellite Sport Wagon



As you can see, we've got a thing for practicality. But not at the expense of luxury, beauty, or the good life. For instance, there's foam padding in the front seat. Color-keyed nylon carpeting in the passenger area. And the kind of looks, ride and handling you'd expect only in a much bigger car. And we've barely begun to tell the wagon story. Flip the page.



Satellite Wagon

Belvedere Wagon

Satellite

You should almost buy one to entertain at parties. Its tall gate swings up and down, side to side and washes its own window.

That should give you a glimmer of the versatility of Satellite wagons. (We offer both 2- and 3-seaters, 6-cylinder or V-8.)

The two-way tail gate is standard. Drop it down when you've got something to load, swing it open for the kids to hop in.

The self-washing window? It's an optional exclusive and you can order it with any mid-size wagon.

To operate it, you push a button to lower the window. Push another, then raise the window, and it emerges clear again. (If you've owned a wagon before, you know what a convenience that is. Especially on a wet dirt road.)

The power window itself is standard on all of Plymouth's mid-size 3-seat wagons. You raise or lower it with a switch on the dash, or by inserting the key in the tail gate lock.

All things considered, it's a pretty nice way to be practical.



Standard equipment is a two-way tail gate, shown here on a Satellite Sport Wagon.



Belvedere

Wouldn't you know it? Our least expensive wagon has 88 cubic feet of cargo area.

And the biggest brakes in its class. A standard 273 cu. in. V-8 (or in six-cylinder model, a standard 225 cu. in. Six). Your choice depends on whether you want more economy or performance.

And there are three optional V-8s. Inside, you've got more pleasant decisions to mull over. Upholstery and trim is all-vinyl no matter what pattern you choose. Ice cream proof.

Incidentally — at the rear of the cargo area is a hidden, lockable storage compartment. The compartment is standard — the lock, optional.

Here's a partial list of the standard safety features.

Outside rearview mirror. Instrument panel padding. Seat belts, front and rear. Swing-away day/night inside mirror. Side marker lights. Lots more, too.

The Plymouth win-you-over beat goes on. 



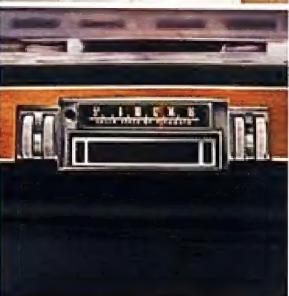
Satellite and Satellite Sport Wagon Interior

Options

You've never been too concerned about knowing your engine speed? You should — particularly if you select a manual transmission. With a *tachometer* to count engine revolutions for you, you can time your shifts for maximum economy and performance. The dial mounts right alongside the other gauges in the instrument panel.



Let there be light, with our optional *lighting package*. Highlight of the group, as it were, is the fender-mounted turn signal indicator. Order it and you also get a trunk or cargo compartment lamp, a map lamp, a glove box lamp and a special new ignition switch lamp that comes on when you open the door, stays on after you close the door, then turns itself off.



Open-road cruising is great — unless it's nothing but miles and miles of miles and miles. Remedy: our new *Auto-Speed control*. Just set the control at the desired speed. The system disengages when you tap the brakes, kicks back in when you twist the knurled ring to resume the desired speed.



Whether you're interested in the time of day, the weather forecast or just a friendly voice, a radio is a must. Take your pick: AM or AM/FM. If you'd rather have more control over your entertainment, go for the *Stereo 8 tape cartridge player*. (*Dealer installed)

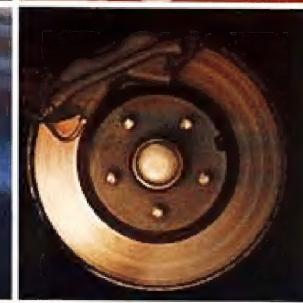
After you've made your interior trim selection, add the finishing touch — a *simulated wood steering wheel*. Then, to spare your wife grief in tight parking spots, you might add *power steering*. Her birthday's coming up? How about *power brakes*? *Tinted glass*? *Artemp air conditioning*?

Why give yourself tennis-elbow from cranking windows up and down when it's so easy to own our *electric window option*? Push — it's down. Lift — it's up. No more effort than ringing a doorbell.



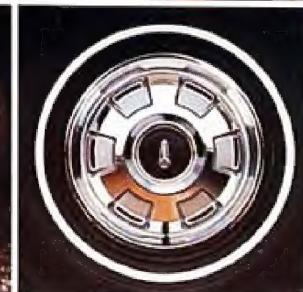
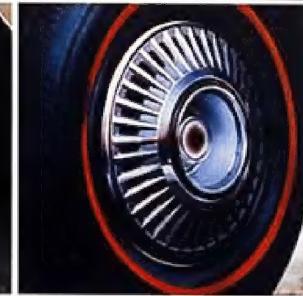
One of the most valuable driving aids you have is your left outside rearview mirror. But what if a parking attendant nudges it? The problem's no problem if you specify our *remote control outside rearview mirror*.

You don't get the same kicks out of driving you used to? Then, shift — to our *4-speed transmission*. The unit (floor-mounted, of course) gives you synchronized convenience in all forward gears. (When you're approaching a stoplight and it turns green, you don't have to come to a complete stop to stab into low.)



Front disc brakes. They're the caliper-type, self-adjusting and the most efficient brakes we make. Reason is, they're highly fade resistant, and stopping surface is applied to both sides of the disc.

We offer so many wheel dress-up options, you could have all four wheels look different if you felt like it. It's not recommended though. If you're a purist, pick the 14 in. chrome-plated steel road wheels. The ultimate in sporty footwear (above left). There are special 15 in. covers (above right) available for the Hemi cars. Also for your selection are (below, left to right) 14 in. sport and deluxe wheel covers.

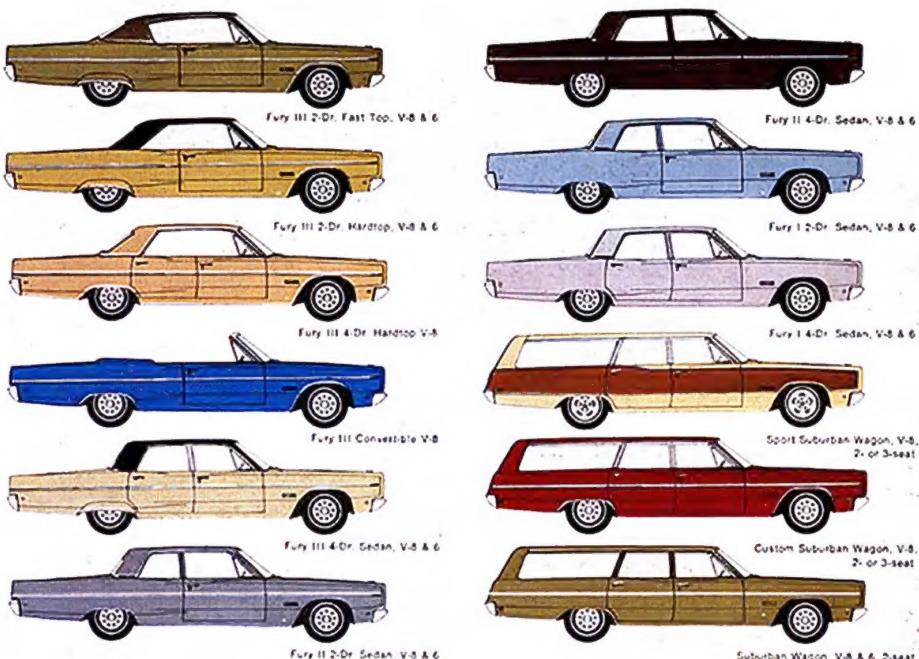
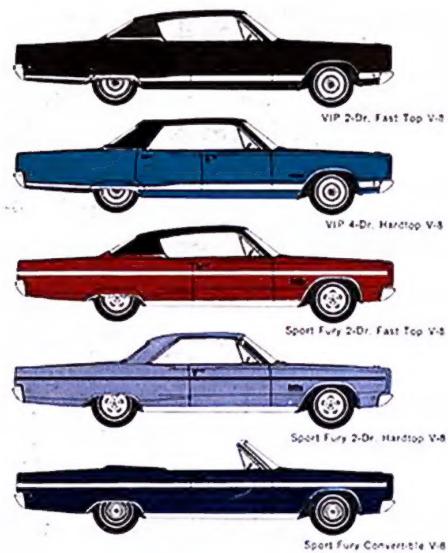


Other popular options: *Heavy-duty 70 ampere-hour battery* • *Heavy-duty drum brakes* • *Center cushion with fold-down armrest* • *Electric clock* • *Sports console with bull's-eye courtesy lights* • *Sure-Grip differential* • *Rear window defogger* • *Rear center dome lamp for Wagons* • *Red or white streak Wide Load tires* • *Heavy-duty suspension with sway bar* • *Rear seat shoulder harnesses* • *Deluxe three-spoke steering wheel with full horn ring and padded center* • *Extra-thick front seal foam pad* • *Two-tone paint* • *TorqueFlite 3-speed automatic transmission* • *Tall gate window washer* • *Boar-grain vinyl roof* • *Three-speed electric windshield wipers with depressed park position* • *Trailer-towing package*.

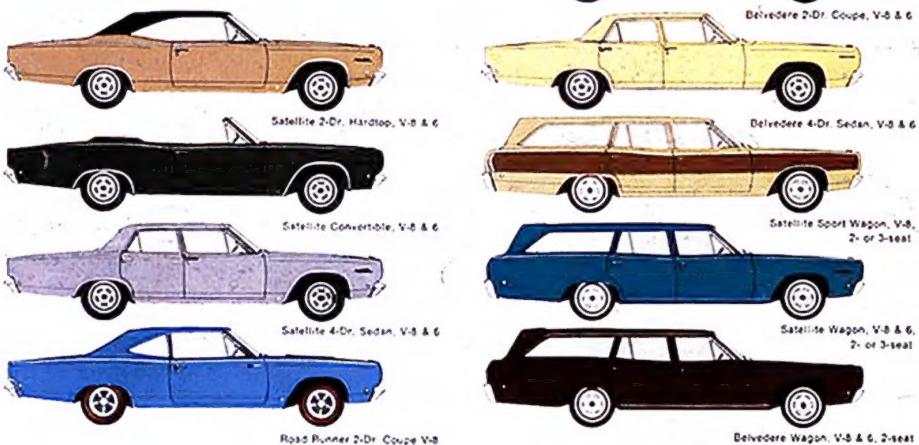
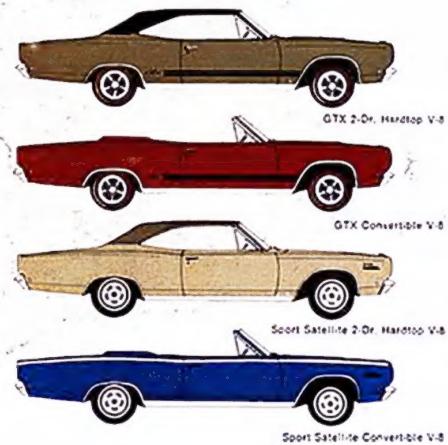
The Plymouth win-you-over beat goes on 

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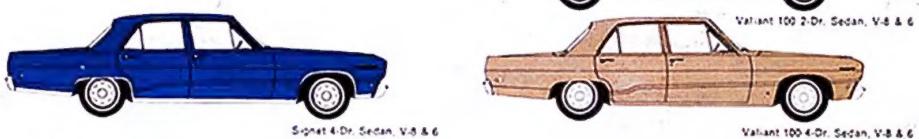
27 models of the big-size Fury



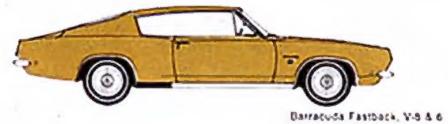
... and on 23 models of the mid-size five



... and on Compact Valiants



... and on Sports-car Barracudas



Plymouth


CHRYSLER
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